

NUTRITION PROGRAM

351 North Mountain View Avenue, Room 104, ♦ San Bernardino, CA 92415-0010
(909) 387-6320 ♦ Fax (909) 387-6899



TRUDY RAYMUNDO
Assistant Director of Public Health

Maxwell Ohikhuare, M.D.
Health Officer

FOR IMMEDIATE RELEASE

May 17, 2011

PSA #11-33

CONTACT: Jeanne Silberstein, MPH, RD

(909) 387-6317

jsilberstein@dph.sbcounty.gov



Network for a Healthy California— Desert Sierra Retail Program Fruit and Veggie Fest Shows Families How to “Snack Every Day the Healthy Way”

Free Event Provides Fun and Educational Activities to Help Families Bridge the Nutritional Gap by Picking Healthy Snacks When They Shop

Redlands, CA. The *Network for a Healthy California—Desert Sierra Retail Program (Network)*, and Stater Bros. Market today hosted the fifth annual Fruit and Veggie Fest in Redlands to help shoppers bridge the nutritional gap and improve their health by snacking smart. The theme, “snack every day the healthy way” is part of a statewide effort to empower families to be Champions for Change who make healthy, active living a priority.

With so many choices at the supermarket, it's often hard for families to be certain they are picking the healthiest options. Through Fruit and Veggie Fest, the *Network* and Stater Bros. Market help shoppers understand that purchasing and preparing healthy snacks is a small change within every family's reach. We're helping families reinvent the idea of what it means to snack.”

San Bernardino County is battling an obesity epidemic, with more than 71 percent of low-income residents ages 18 and above currently overweight or obese. Studies show eating fruits and vegetables can help lower the risk of obesity and other serious health problems. Although

-more-

GREGORY C. DEVEREAUX
Chief Executive Officer

Board of Supervisors
BRAD MITZELFELT, VICE-CHAIRMAN....First District NEIL DERRY.....Third District
JANICE RUTHERFORD.....Second District GARY C. OVITT.....Fourth District
JOSIE GONZALES, CHAIR.....Fifth District

California is doing better than most states, Californians are still not consuming fruits and vegetables 5 or more times daily. The *Dietary Guidelines for Americans, 2010* recommend all Americans eat more fruits and vegetables. Today's Fruit and Veggie Fest event educated shoppers on the amount of fruits and vegetables they need and reminded them even small steps like snacking smart can lead to big health improvements.

The fun-filled day inspired local participants with activities including a Nutrition Decathlon of fun outdoor games and activities; store tours with tasty snacking tips and ideas to help shoppers take small steps to improve their family's health; food demonstrations and samples; kids and adults blending Paradise Freeze smoothies on a stationary bike.

Fruit and Veggie Fest in Redlands was part of a series of events happening throughout California during the month of May. The event was just one example of how the *Network* partners with small and large retailers across California to improve the health of families. The *Network* also provides tips, newsletters, recipe cards and other materials to help retailers encourage shoppers to make informed food purchasing decisions.

About the *Network for a Healthy California*

The California Department of Public Health's *Network for a Healthy California (Network)* is a public health effort working with hundreds of partners and organizations to empower low-income Californians to live healthier lives through good nutrition and physical activity. Funding is from USDA SNAP, known in California as CalFresh. For CalFresh information, call 877-847-3663. For important nutrition information, visit www.cachampionsforchange.net.

#